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What Family Members Can Do During the Hiring Freeze Using LinkedIn as Part of Your Job Search

Below is part four of a series of articles by Laura Sheehan, Global Employment Advisor (GEA) for EAP East. Contact your GEA at GEI@state.gov.

Hello from Hanoi! I hope this fourth installation in this series is finding you well and (hopefully) feeling a tiny bit more optimistic and enthusiastic about your outside employment options. Today's article is all about LinkedIn!

Can you get a job without being on LinkedIn? Absolutely! Do you need to invest a lot of time in building your profile? No. You certainly need to invest some time...but a lot can be accomplished in a few hours of initial work and minimal upkeep. What about security concerns? Well...as with any form of social media, you must be careful about what you put online.¹ And here is the best part...if you invest the time and start using the many helpful features built into LinkedIn, you will dramatically increase your chances of finding and landing that perfect position.

Here are just a few of the very interesting LinkedIn statistics²:

467 Million	Total Number of LinkedIn users
3 Million	Number of active job listings on the platform
95%	Percentage of employers who view applicant LinkedIn profiles
70%	Percentage of LinkedIn users outside of the U.S.
44%	Percentage of LinkedIn users that earn more than \$75,000/year
40%	Percentage of LinkedIn users that use LinkedIn daily
41%	Percentage of the world's millionaires that use LinkedIn

"Okay!" you say, "I'm convinced! What are the top 10 things I can do to set up an effective profile on LinkedIn?"

1. **Get started!** If you don't have a LinkedIn profile, set it up! If you have one, but it is inactive, get a new password, log in, and start updating your content.
2. **Don't just upload your resume.** View LinkedIn as the platform upon which you are announcing your professional brand. This is your opportunity to tell your story about WHY you do what you do. Talk about your experiences, the impact you had in each job, and the direction you are looking to pursue in the future.
3. **Get a professional photo** (headshot). People are 11 times more likely to view a LinkedIn profile with a picture. Get it done, and get it done right. Your photo can make a lasting impression.

¹ Please reach out with any specific content questions. I am here and happy to help you craft a practical profile!

² Source: "[Linked in by the Numbers: Stats, Demographics & Fun Facts](#)" published by Salman Aslam of Omnicore (24 January 2017)

1. **Carefully craft your headline.** This is your opportunity to tell the world where you want to land next. Think future job, not just current title or past experiences. You have 110 words to catch someone's attention and make them want to learn more about you. Be creative, witty, strong!
2. **Use keywords.** This is how people will find YOU! Having trouble thinking of how to word the description of your ideal job? Explore other people's profiles on LinkedIn. Consider using www.wordle.net to come up with alternate titles for a particular job. Use (but don't overuse) keywords in your summary and throughout your LinkedIn content.
3. **Optimize your location.** People search for professionals in certain locations. Note your location as the place where you are looking for a job – not necessarily where you are right now. Recruiters will want to see their candidate in the city where the job needs to be filled.
4. **Customize your URL.** You can very quickly customize your LinkedIn URL to make it reflect just your name. Once tailored to fit, use your "Vanity URL" on your resume, email signature block and your business card!
5. **Get connected!** Start small...try to build up 3-5 connections a week. If you do this every week, you will have close to 300 connections in a year! Be sure to personalize your connection requests and to thank people for connecting with you. Remember, too, this is business, so be selective about who you are inviting.
6. **Practice proper etiquette!** If you don't already know, the default settings on LinkedIn are programmed to send out a mass email to all of your connections every time you make a change to your profile. PLEASE remember to turn OFF these notifications before making major alterations to your profile. Turn the notifications back ON when you have one final and awesome change to make (like a new profile picture or a new job title).
7. **Questions? Call your GEA!** We are here (all over the world!) and waiting for your call. Don't know which GEA covers your region? Ask your CLO or email GEI@state.gov to be directed.

Already mastered LinkedIn? Time then to perfect your brand on other social media sites! In fact, in January of this year, Facebook launched an online job platform! Here is a great article from Hannah Morgan, founder of CareerSherpa.net all about how to [Prepare your Facebook Profile for a Job Search](#).